

Fredericksburg Arts Commission Meeting

Thursday, March 5th , 2009

City Hall Conference Room

Attendees: Rochelle Grey, Roy Jarnecke, Pat Thalman, George Solley, Julie Perry, Kerry Devine, Florence Ridderhof, and Debby Klein.

Approval of Minutes

Roy Jarnecke called the meeting to order. The minutes of February 5th , 2009 meeting were reviewed. Debby Klein corrected the date at the top of the notes to read February 5th instead of January 8th and Kerry Devine corrected the spelling of *Jumps Art*. Then George Solley moved to approve the minutes as amended. The motion was seconded by Pat Thalman and unanimously passed.

Public Comment

Chairman Jarnecke recognized two members of the public that were in attendance and allowed them to introduce themselves. They were Harvey Gold and Charlie Booth from the Arts and Cultural Council of the Rappahannock presenting on behalf of Kathryn Willis.

Presentations

VALAA Spring Conference – Harvey Gold (Arts and Cultural Council of the Rappahannock)

Mr. Gold and Mr. Booth passed out handouts about the Arts and Cultural Council of the Rappahannock and informed the Commission about their upcoming May 15th VALAA Conference to be hosted here in Fredericksburg. Although they did not define the parameters of the relationship they did ask the Commission to consider co-sponsoring the event. The day-long conference will be held at the Fredericksburg Area Museum and Cultural Center.

Later in the meeting, the Commission revisited this subject and asked Debby Klein to serve as a liaison between the two organizations since she is already a member of both groups. She accepted this position and will report back to the Arts Commission as this relationship is defined and the conference planning proceeds. Chairman Jarnecke asked Julie Perry to assist Debby Kline in this partnering effort.

Committee Reports

Website and Cultural Survey Committee Report- Pat Thalman/Carolyn Van Der Jagt

Carolyn Van Der Jagt made an electronic presentation of the survey/directory for the Commission to see exactly what it will look like in style and form. Much

discussion followed regarding the release of the survey tool and the timing of the marketing and publicity for the release. It was decided that Julie Perry would print flyers for distribution and an email list would be coordinated by Carolyn Van Der Jagt with the entire Arts Commission contributing contacts in order to provide advance notice to artists and galleries. Julie Perry also announced that the City's Public Information Officer, Beth Brown would assist the Commission in a press release for the survey. Pat Thalman moved that the cultural inventory be approved as developed with a release date as First Friday – Friday, April 3rd. The motion passed unanimously.

As a part of the new website Carolyn Van Der Jagt asked the members of the Arts Commission to each submit a simple bio for inclusion online. Members were to submit their information directly to Carolyn Van Der Jagt electronically.

At this time, there was also much discussion about business cards, press releases and the public access channel as viable marketing tools for the commission with this project and others. It was generally agreed that before too much work could be done with marketing pieces a logo for the Fredericksburg Arts Commission should be developed. Debbie Klein suggested the Commission reach out to the Central Rappahannock Regional Library's graphics group to design something appropriate. Debbie Klein said she had worked with Sean Bonney of that team in the past and would approach him and report back to the Commission.

Old Business

Public Arts Project – Bicycle Racks – George Solley

Mr. Solley had no new information on this project to report.

Public Arts Orientation Proposal – Roy Jarnecke

Chairman Jarnecke spoke briefly about inviting a speaker to address the commission from a successful public art program from around the state. He suggested a dynamic presenter he recently encountered from Roanoke and the program out of Charlottesville was also discussed. A dinner meeting outside of regularly scheduled commission meetings was suggested. Pat Thalman suggested that we should include an artist's perspective to whatever presenter or presentation was decided. No motion was made but the commission generally appreciated the idea of reaching out to those currently doing public art and gathering information as we begin to work in this area.

New Business

Publicity Procedures – Julie Perry

Julie Perry presented information to the commission regarding the assistance of the City of Fredericksburg's Public Information Officer, Beth Brown to publicize Arts Commission events and program of work. She also informed the

commission that the City has offered some increased exposure on the City's new website to be launched this spring.

Not on the Agenda

Julie Perry presented a new Call for Artist's Entries for a First Friday banner to be used on the Blue & Grey Parkway.

George Solley brought up the State Bill for Arts Districts that has received much attention of late. He told the commission that the City of Fredericksburg was pursuing this designation and would look to the commission to assist in defining the boundaries of the Arts District.

Next Meeting

The next meeting will be held on Thursday, April 2nd at 7pm in the City Hall Conference Room.

Adjournment

Kerry Devine made a motion that the meeting be adjourned and Pat Thalman seconded the motion. It passed unanimously.